

NEWS BRIEFS

Burberry, Jaguar, Starwood and Bally – Live news

December 16, 2015



Burberry spring/summer 2016 campaign

By STAFF REPORTS

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[Bally tours the snow globe to share gift ideas](#)

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Swiss apparel and accessories label Bally is shaking things up for its holiday gift guide.

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[Burberry diversifies spring advertising with 40-image campaign](#)

British fashion label Burberry is responding to the way in which consumers interact with its campaigns online by doubling the amount of imagery it is making available to them in its latest effort.

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[Starwood names new CEO amid Marriott acquisition](#)

Starwood Hotels & Resorts CEO Adam Aron is resigning from his position and leaving the company at the end of December.

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[Jaguar shows dedication to electric vehicles with Formula E race team](#)

British automaker Jaguar is returning to the racetrack with its entry into the FIA Formula E Championship.

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